



A PARTNERSHIP

Experts in reaching Asian American communities across the U.S.

GENERAL SERVICES ADMINISTRATION

Federal Acquisition Service Authorized Federal Supply Schedule Price List

On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order is available through GSA Advantage!™, a menu-driven database system. The INTERNET address for GSA Advantage!™ is:
<http://www.GSAAdvantage.gov>.

Schedule for - Professional Services Schedule (PSS)
Federal Supply Group: Industrial Group: 00CORP
Contract Number: 47QRAA19D0080

For more information on ordering from Federal Supply Schedules
Click on the FSS Schedules button at <http://www.gsa.gov/schedules-ordering>
Contract Period: May 10, 2019 through May 9, 2024

Price list current as of Modification #PS-0002 effective 07/16/2019

Contractor: A PARTNERSHIP, INC.
307 FIFTH AVENUE,
NEW YORK, NY 10016 8404

Business Size: Small Business; Woman Owned Business; SBA Certified Small
Disadvantaged business

Telephone: 212 – 685 - 7125
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About APartnership

We help our clients connect with Asian American communities throughout the U.S. Asian Americans are the fastest-growing population group in the country. More than 70% of Asian American adults are foreign-born, 90% of which speaks a language other than English, which underscores the need for targeted communications. Our team of experts create linguistically and culturally relevant communications across all media channels to educate, engage and motivate action among Asian Americans

We have a track-record of many award-winning campaigns, including work for the Centers for Disease Control & Prevention, California Department of Public Health, the NYU Center for the Study of Asian American Health, Asian Smokers' Quitline, United States Postal Service, Gilead Sciences, Bank of America, General Motors and Oxford Health Plans, among others.

APartnership is a woman-owned, minority-owned, small business entity.



General Contract Information

1a. Table of Awarded Special Item Number(s) with appropriate cross-reference to page numbers:

SIN	SIN Description
382-1	Translation Services
541-1	Advertising Service
541-3	Web Based Marketing Services
541-5	Integrated Marketing Services
541-1000	Other Direct Costs (ODCs)
00CORP-500	Order-Level Materials (OLMs)

- 1b. Identification of the lowest priced model number and lowest unit price for that model for each special item number awarded in the contract. This price is the Government price based on a unit of one, exclusive of any quantity/dollar volume, prompt payment, or any other concession affecting price. Those contracts that have unit prices based on the geographic location of the customer, should show the range of the lowest price, and cite the areas to which the prices apply.
See authorized pricelist
- 1c. If the Contractor is proposing hourly rates a description of all corresponding commercial job titles, experience, functional responsibility and education for those types of employees or subcontractors who will perform services shall be provided. If hourly rates are not applicable, indicate "Not applicable" for this item.
See attached labor category
2. Maximum Order: \$1,000,000.00
 3. Minimum Order: \$100.00
 4. Geographic Coverage (delivery Area): Domestic Only
 5. Point(s) of production (city, county, and state or foreign country): Same as company address
 6. Discount from list prices or statement of net price: Government net prices (discounts already deducted).
 7. Quantity discounts: None
 8. Prompt payment terms: Net 30 days; Information for Ordering Offices: Prompt payment terms cannot be negotiated out of the contractual agreement in exchange for other concessions.



- 9a. Notification that Government purchase cards are accepted up to the micro-purchase threshold: Yes
- 9b. Notification whether Government purchase cards are accepted or not accepted above the micro-purchase threshold: Yes
- 10. Foreign items (list items by country of origin): None
- 11a. Time of Delivery (Contractor insert number of days): Specified on the Task Order
- 11b. Expedited Delivery. The Contractor will insert the sentence "Items available for expedited delivery are noted in this price list." under this heading. The Contractor may use a symbol of its choosing to highlight items in its price list that have expedited delivery: Contact Contractor
- 11c. Overnight and 2-day delivery. The Contractor will indicate whether overnight and 2-day delivery are available. Also, the Contractor will indicate that the schedule customer may contact the Contractor for rates for overnight and 2-day delivery: Contact Contractor
- 11d. Urgent Requirements. The Contractor will note in its price list the "Urgent Requirements" clause of its contract and advise agencies that they can also contact the Contractor's representative to effect a faster delivery: Contact Contractor
- 12. F.O.B Points(s): Destination
- 13a. Ordering Address(es): Same as Contractor
- 13b. Ordering procedures: For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA's) are found in Federal Acquisition Regulation (FAR) 8.405-3.
- 14. Payment address(es): Same as company address
- 15. Warranty provision.: Contractor's standard commercial warranty.
- 16. Export Packing Charges (if applicable): N/A
- 17. Terms and conditions of Government purchase card acceptance (any thresholds above the micro-purchase level): Contact Contractor
- 18. Terms and conditions of rental, maintenance, and repair (if applicable): N/A
- 19. Terms and conditions of installation (if applicable): N/A
- 20. Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices (if applicable): N/A



- 20a. Terms and conditions for any other services (if applicable): N/A
21. List of service and distribution points (if applicable): N/A
22. List of participating dealers (if applicable): N/A
23. Preventive maintenance (if applicable): N/A
- 24a. Special attributes such as environmental attributes (e.g., recycled content, energy efficiency, and/or reduced pollutants): N/A
- 24b. If applicable, indicate that Section 508 compliance information is available on Electronic and Information Technology (EIT) supplies and services and show where full details can be found (e.g. contactor's website or other location.) The EIT standards can be found at: www.Section508.gov/. N/A
25. Data Universal Numbering System (DUNS) number: 003616229
26. Notification regarding registration in System for Award Management (SAM) database: Registered



GSA Labor Rates

Labor Category	Contractor or Customer Facility or Both	Unit of Issue	Price Offered to GSA (including IFF)
Account Executive	Contractor Facility	Hour	\$105.00
Designer	Contractor Facility	Hour	\$95.46
Art Director	Contractor Facility	Hour	\$110.20
Copy Writer	Contractor Facility	Hour	\$115.27
Media Planner	Contractor Facility	Hour	\$107.86
Media Director	Contractor Facility	Hour	\$171.20
Creative Director	Contractor Facility	Hour	\$198.55
Creative Chief	Contractor Facility	Hour	\$220.17
Management Supervisor	Contractor Facility	Hour	\$186.14
Account Director	Contractor Facility	Hour	\$251.88
Executive/Strategy	Contractor Facility	Hour	\$353.88
Proof Reader	Contractor Facility	Hour	\$99.80
Media Coordinator	Contractor Facility	Hour	\$100.23
Business Manager	Contractor Facility	Hour	\$141.27



SIN 541.1000 Other Direct Costs

SIN(s) Proposed	Contractor or Customer Facility or Both	Contractor or Customer Facility or Both	Domestic or Overseas	Unit of Issue (e.g. Hour, Task, Sq Ft)	Price Offered to GSA (including IFF)
541 1, 541 2, 541 3, 382 1	Mechanical	Contractor Facility	Domestic Only	Hour	\$61.64
541 1, 541 2, 541 3, 382 1	File Preparation	Contractor Facility	Domestic Only	Hour	\$61.64
541 1, 541 2, 541 3, 382 1	Research	Contractor Facility	Domestic Only	Project	\$86767.20
541 1, 541 2, 541 3, 382 1	Event Production	Contractor Facility	Domestic Only	Project	\$51154.01
541 1, 541 2, 541 3, 382 1	Shipping, Handling & Supplies	Contractor Facility	Domestic Only	Task	\$318.48
541 1, 541 2, 541 3, 382 1	Project Management	Contractor Facility	Domestic Only	Production	\$9879.36
541 1, 541 2, 541 3, 382 1	Creative development	Contractor Facility	Domestic Only	Project	\$20432.93
541 1, 541 2, 541 3, 382 1	Brochure	Contractor Facility	Domestic Only	Task	\$63146.28
541 1, 541 2, 541 3, 382 1	TV commercial production	Contractor Facility	Domestic Only	Production	\$548156.13
541 1, 541 2, 541 3, 382 1	Print Ad Insertion	Contractor Facility	Domestic Only	Insertion	\$312956.64
541 1, 541 2, 541 3, 382 1	Online ad insertion	Contractor Facility	Domestic Only	Insertion	\$715420.18
541 1, 541 2, 541 3, 382 1	Out-of-home buy	Contractor Facility	Domestic Only	Type	\$307545.14
541 1, 541 2, 541 3, 382 1	Radio media buy	Contractor Facility	Domestic Only	Market	\$190914.72
541 1, 541 2, 541 3, 382 1	Television spot buy	Contractor Facility	Domestic Only	Media market	\$403607.48
541 1, 541 2, 541 3, 382 1	Talent per project	Contractor Facility	Domestic Only	Project	\$13363.39



SIN(s) Proposed	Contractor or Customer Facility or Both	Contractor or Customer Facility or Both	Domestic or Overseas	Unit of Issue (e.g. Hour, Task, Sq Ft)	Price Offered to GSA (including IFF)
541 1, 541 2, 541 3, 382 1	Online content marketing development	Contractor Facility	Domestic Only	Task	\$28635.83
541 1, 541 2, 541 3, 382 1	Digital project management	Contractor Facility	Domestic Only	Task	\$34935.71
541 1, 541 2, 541 3, 382 1	Out-of-home production	Contractor Facility	Domestic Only	Production	\$45440.15
541 1, 541 2, 541 3, 382 1	Print Ad production	Contractor Facility	Domestic Only	Production	\$26509.27
541 1, 541 2, 541 3, 382 1	Radio production	Contractor Facility	Domestic Only	Production	\$15553.33
541 1, 541 2, 541 3, 382 1	Marketing strategy development	Contractor Facility	Domestic Only	Project	\$31117.59
541 1, 541 2, 541 3, 382 1	Digital project production	Contractor Facility	Domestic Only	Production	\$20522.34
541 1, 541 2, 541 3, 382 1	Newspaper insert	Contractor Facility	Domestic Only	Insertion	\$35556.15
541 1, 541 2, 541 3, 382 1	Media/community outreach	Contractor Facility	Domestic Only	Project	\$22008.58



SIN 38,21 Language Translation

Source Language	Target Language	Both To and From	Language Service Performed	Unit	Price Offered to GSA (including IFF)
English	Chinese	Yes	Translation	Hour	\$99.8086
English	Korean	Yes	Translation	Hour	\$99.8086
English	Vietnamese	Yes	Translation	Hour	\$99.8086
English	Japanese	Yes	Translation	Hour	\$99.8086
English	Hindi	Yes	Translation	Hour	\$99.8086
English	Tagalog	Yes	Translation	Hour	\$99.8086
English	Bengali	Yes	Translation	Hour	\$99.8086
English	Punjabi	Yes	Translation	Hour	\$99.8086

Service Contract Labor Standards: The Service Contract Labor Standards (SCLS), formerly the Service Contract Act (SCA), is applicable to this contract as it applies to the entire Professional Services Schedule (PSS) Schedule and all services provided. While no specific labor categories have been identified as being subject to SCLS due to exemptions for professional employees (FAR 22.1101, 22.1102 and 29 CFR 541.300), this contract still maintains the provisions and protections for SCLS eligible labor categories. If and / or when the contractor adds SCLS labor categories / employees to the contract through the modification process, the contractor must inform the Contracting Officer and establish a SCLS matrix identifying the GSA labor category titles, the occupational code, SCLS labor category titles and the applicable WD number. Failure to do so may result in cancellation of the contract.



LABOR Category Responsibilities and Experience/Education requirements

Labor Category	Minimum Education	Minimum Experience	Job Description
Account Executive	Bachelors	3	Uses strategic and tactical knowledge to address a client's needs while employing various advertising and communication tools where branding issues are address
Designer	Bachelors	3	Responsible for creative visual aspects
Art Director	Bachelors	7	Responsible for conceptualizing and creating visual aspects or copy for print, interactive, broadcast, and collateral. Coordinate with various agency disciplines and participates in client presentations
Copywriter	Bachelors	10	Responsible for copy development in all languages
Media Planner	Bachelors	3	Uses strategic knowledge and analysis to determine the best mediums for client spend
Media Director	Bachelors	7	Oversees strategic planning staff in the development of media plans. Provides leadership in developing, negotiating and implementing creative media solutions. Advises planning and buying departments on broad issues in order to better develop media plans and executions.
Creative Director	Bachelors	9	Responsible for managing and directing the creative department. Sets creative standards and initiatives. Reviews and approves creative concepts and participates in client presentations
Creative Chief	Bachelors	25	Responsible for managing and directing the creative department. Sets creative standards and initiatives. Reviews and approves creative concepts and participates in client presentations
Management Supervisor	Bachelors	9	Supervises and participates in the daily activity for one or more clients. Responsible for budget and quality controls, writing briefs, and managing and training staff
Account Director	Bachelors	12	Responsible for agency service and activities for one or more clients. Drives brand strategy, creative development and internal staff development.
Executive/Strategy	Bachelors	25	Responsible for agency service and activities for one or more clients. Drives brand strategy, creative development and internal staff development. Builds senior level relationships with clients.
Proof Reader	Bachelors	3	Responsible for reviewing document for correct grammar, spelling and punctuation and accuracy of content
Media Coordinator	Bachelors	2	Uses strategic knowledge and analysis to determine the best mediums for client spend
Business Manager	Bachelors	10	Responsible for project documentation including purchasing, actualization, and compliance of all client production guidelines. Maintains permanent documentation files for projects



Clients





Awards

- PR Campaign of the Year, 2018 – Asian American Advertising Federation (3AF)
- Best in Multicultural Marketing, 2017 - PR Week
- Best Multicultural Campaign, 2017 - MM&M Awards
- Multicultural Excellence Award, 2003, 2005, 2009, 2011- Association of National Advertisers (ANA)
- Creative Agency of the Year, 2002, 2003, 2004 - Asian American Advertising Federation (3AF)

